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ABSTRACT

A study employed Q-methodology to determine the attitudinal structure of international (Third World) students in regard to the western news model (defined as the criteria for news evaluation and selection adopted by the western democracies). Thirty-two respondents were purposively selected, eight each from Africa, Asia, Latin America, and the Middle East. Respondents rank-ordered statements according to their degree of agreement with the statements. Factor analysis revealed the presence of four factors among the international students studied. Two principal factors were found that typify the current state of third world views regarding western news (pro and con). Based on findings from this study, it is suggested that the currently divided Third World views concerning Western news may not change with the future change of Third World leadership, but prospects exist that can be taken advantage of. (Two figures and three tables of data are included. Fifty-one references are attached.) (Author/MG)

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ATTITUDES OF INTERNATIONAL STUDENTS TOWARD THE WESTERN NEWS MODEL

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ATTITUDES OF INTERNATIONAL STUDENTS TOWARD THE WESTERN NEWS MODEL

ABSTRACT

Literature review suggests that currently in the Third World, there exist two distinct views regarding Western news definition--one pro, the other anti.

This study employed Q-methodology to determine the attitudinal structure of international (Third World) students in regard to western news model (defined as the criteria for news evaluation and selection adopted by the western democracies). Factor analysis revealed the presence of 4 factors among the international students studied. Two principal factors were found that typify the current state of third World views regarding western news. Based on findings from this study, it is suggested that the currently divided Third World views concerning Western news may not change with the future change of Third World leadership, but prospects exist that can be taken advantage of.

ATTITUDES OF INTERNATIONAL STUDENTS TOWARD THE WESTERN NEWS MODEL

INTRODUCTION

In contemporary American society, foreign students constitute a sizable proportion of the student population in colleges and universities. As a1988 census by the Institute of International Education[1] indicated the number of foreign students in the U. S. at that time was 356,187. This number was said to be well above one third of the total population of foreign students world over. Among these foreigners, third world students outnumbered students from other regions of the world quite substantially. For instance, Asians alone accounted for over 50 per cent of that number; and Middle Easterners about, 7.1 per cent. Further, the Institute noted that foreign student population in the U. S. was steadily on the increase, hence at the present time, the 356,187 estimate is most likely obsolete.

The paucity of research on these foreigners inspite of their increasing presence in the West (and especially in the United States) seems to have gone unnoticed for some time [2]. Hence the present study which investigated international students' perceptions of Western news definition is an attempt to aid in filling that vacuum.

The foreign student population represents an important group not only because of their size but also and most importantly because most of

them on their return home would hold key positions in government and industry. They are likely to become active and informed consumers of news and information, and by virtue of their cosmopolitan outlook (deriving from their oversea exposure) and intellectual sophistication , these students will more than likely possess the clout to influence important political decisions in their countries: decisions that may have far reaching international implications. Any investment in terms of understanding international students, and encouraging their cultivation of positive attitudes toward the West may not become a waste after all. Several areas of international relations not the least of which is international communication, may benefit from such efforts.

The New International Information Order (NIIO) debate, it may be recalled, centers on whether or not the Western media are biased in their coverage of Third World events.[3] Despite the large number of studies that has been done in this area, findings to date have neither conclusively supported nor dispelled systematic distortion by Western media (Larson and Hardy,1977; Mishra, 1979; Schramm and Atwood, 1981). Of greater importance, however, is the perception of bias held by Third world peoples which as Viswanath (1988) pointed out, is a "potentially critical condition for future Third World actions affecting international relations and information flow" (p. 952). The phrase, "future Third World actions" seems to point unequivocally to the important role of foreign students for, as future leaders of their countries, they are likely to be the executors of such "future Third World actions". The (NIIO) debate may be over, or, to

use Stevenson's (1985) characterization, "dead"; but is the perception (of bias) consequently "dead"? If yes to the present actors (Third World spokespersons), is it dead also to future leaders of the Third World? What is their view of Western news definition which as pointed out by smith (1980), is "the center of the problem" (the NIIO debate) (qtd. in McPhail, 1981, p.178)?

If these future Third World leaders like their predecessors of the NIIO debate are harboring some resentment toward Western media (and perhaps toward the West in general), to ignore such state of affairs is analogous to sweeping dirts under the rug. The rug will hide the dirts only for as long as it takes the dirts to decay. In a similar way, such resentment (if in existence), can only be ignored long enough for it to degenerate into "future Third World actions..." (Viswanath, 1988, p. 952).

Yet inspite of the seemingly obvious importance of international students, there is a dearth of research on them. Even less is research on their attitudes toward important Western institutions such as the mass media[4].

The present study therefore is an attempt to add to research in international communications, this much needed dimension. Thus through the use of Q-methodology, this study will seek to determine the attitudinal structure of Third World students. If third World students' perception of Western news coverage of their regions or countries as biased exists, and is indeed based on (Western) news coverage (itself a consequence of Western news definition), it is believed that their (Third

World's) attitudes toward Western news definition should reflect that perception.

LITERATURE REVIEW

THE WESTERN NEWS MODEL: WHAT IT IS

The concept, model is often used with varying connotations. By model, scientists may mean a simplified graphic representation of reality (see for instance, McQuail and Windahl, 1984; Severin and Tankard, 1979). Another definition of model is constitutive--the dictionary definition. Our definition of model here follows the latter which sees model as an example, a standard set up to be emulated (Webster, 1984). By Western news model therefore, we simply mean the Western criteria for news evaluation and selection.

Several news reporting and writing text books contain different versions of news selection criteria[5]. Although the different news facets that make up each set of news definition may vary from one author to another, they all seem to be defining similar news values. The difference becomes only a matter of semantics. For instance while one author or editor may use the words--conflict, oddity, and impact; another may use (in place of them), words like controversy, the unusual, and consequences respectively[6]. Research suggests that (Western) editors have a substantial agreement on the criteria for selecting news. Walter Ward[7] for instance, studied 10 city editors' news values and news selection

pattern and found that all editors had essentially the same preference pattern. Futhermore, Noelle-Neumann's consonance phenomenon[8]--the tendency for editors of various news channels and media to cover the same kinds of stories--which has drawn support from other media researchers, lends support to the contention that Western editors are essentially similar in their selection of news content. Hence it seems appropriate to talk of a Western news model. But why do such news selection criteria exist?

FACTORS SHAPING NEWS

News as received daily through media channels are not ordained by "God", nor are they simply a figment of editors' imagination. Certain guidelines determine what passes the news selection "gate" and what does not. These conditions have been the subject of curiousity and investigation among communication scholars dating as far back as the 1950's when David Manning White first suggested the similarity between this (news selection) process and the gatekeeping process in an industry. Following White's pioneer work in this area, other scholars have since advanced several propositions concerning the nature of news or the factors that shape news content.

Gans (1979) and Gitlin (1980) suggested five approaches explaining the variances in news content. Those approaches, according to these authors, are subsumed under the following headings:
a) content as a reflection of reality, b) content as a function of media

routines, c) content as influenced by journalists' socialization and attitudes, d) content as resulting from social and institutional forces, and e) content as influenced by ideology.[9]

Finally in their attempt to propound a theory of news content, Shoemaker with Mayfield (1987) integrated the pieces of empirical findings about news content and summed them up in what seems a grand theory of news content. Succinctly, they (Shoemaker et al.) predicted that "a multitude of conflicting vested interests will interact to produce content unique to each country in some ways, but similar across countries in many others" (p. 31).

The sum of all this is that what eventually gets disseminated as news is an end product of a complex assemblage of a socially constructed set of categories. These categories come to be regarded as an index of newsworthiness, and they symbolize a model of Western news coverage.

Essentially these criteria of newsworthiness represent the way journalists categorize news and may have little to do with the way audiences themselves--those who consume the media output--structure news.

AUDIENCE AS NEWS FACTOR

In a Western capitalistic economy where the media are essentially commercial, the audience tends to be the single most important consideration in news selection. The Western media pay more attention to the audience in terms of giving her what she wants. At least so they

claim. However research suggests that although people categorize news, it is not necessarily in the same way. For instance, both content and factor analysts categorize news differently from each other as do readers and editors from each other (Atwood, 1970). As Fenby (1986) noted "public demand, as evaluated--rightly or wrongly-- by journalists, is the most important element in determinig news selection,..." (p. 2). Rightly or wrongly seems to be the key word there suggesting that journalists' evaluation of the information need of the audience may not after all be accurate. It can be further argued, as did Golden (1986), that "concerns about audiences involve social values" and that media practitioners' "day to day operation has no time to consider social values" (1981, p. 74). Hence journalists' news selection may not really be representative of western audience's information want. However, whether or not journalists' evaluation of (western) public's demand is accurate tells us nothing about the universal acceptability of the western journalists' definition of news.

THE UNIVERSALITY OF THE WESTERN NEWS MODEL

There is an inherent assumption--right or wrong--about the Western news model. It is the presumption that the information need of the western public is similar to that of all publics around the world (or the Third world publics). That assumption is implicit in the Big 4's (The big 4 western news agencies'--AP, UPI, REUTERS, AND AFP) global operation. As observed by Boyd-Barrett, "The World wide news agency...is

the most important source of foreign news for media throughout the world" (1977, p. 13). That and the fact that the big 4 have a complete monopoly of world news distribution (except ofcourse the communist block) is not contestable, nor is it surprising given their overwhelming economic and technological superiority. However what is not as obvious is the universal acceptance of their news definition by those whose affairs they cover. That similar news selection criteria are used for supplying news to Western audiences as are used else where in the Third World where the agencies operate assumes that those criteria equally meet the information need of Third world audiences, an assumption that is debatable.

Perhaps the western news model may have been so far successful as an universal news selection index due to the adverse economic situation which impels on the Third world people the acceptance of that model, for there is evidence to suggest that indeed the Third world people (at least their spokespersons) oppose the western news definition and news coverage of their countries. In his study of Third World news values and idelology, Nasser (1983) found that although like the west the Third world does not have a formula that is universally applied to determine news selection, some factors are common to most of their countries. By far politics and ideology are the most dominant factors. Some of the criteria used in Africa, which, says Nasser, also apply commonly to other Third World countries are: (1) psychological security--a criterion that gives prominece to reassuring news from countries with which they have close

relations, (2) the community of interest--refering to the criterion that gives priority to good news about nations with the same political, economic, cultural and ideological interest. Here close relations are more decisive than proximity in selecting news, (3) the imperatives of national policy--this refers to the criteria which demand that the media shall disseminate news about other countries only if such news are compatible with policies set by their own government (p. 51). Besides the aforementioned evidence suggesting the discontent of Third World people with the western news model, the NIIO (New International Information Order) debate between the developed (traditionally known as the West) and developing countries of the world (known as the Third world) is fundamentally a controversy over news definition. Following his analysis of the NIIO debate, Smith (1980) in agreement with the above assessment, concluded: "the center of the problem is really the definition of news itself" (qtd. in McPhail, 1981, p. 178). That debate therefore is yet another testimony to Third World's rejection of the Western news model.

It must be said however, that inspite of their (Third World's) serious condemnation of the Western news model (as represented by the NIIO debate), that criticism does not represent a consesus of opinion by the Third World people on the subject of news definition. In the later years of that debate, a new school of thought emerged that argued not against (the Western news model) but for the universality of that model. Among scholars of that persuasion, many such as Okigbo (1985), Nwuneli and Udo (1982), Oso (1978), and Sreberney-Mohammadi (1984) come from

the Third World itself.

Okigbo (1985) after studying the quantity and quality of the contents of Nigerian newspapers, concluded, as did others (such as Skurnik, 1981; Oso, 1978), that bias is inherent in modern journalism, and that "any requirements that they be otherwise will amount to tampering with the traditional definitions of news salience and audience/journalists' coorientational perspectives" (Okigbo, 1985, p. 105).

The foregoing suggests that there are two opposing views prevalent in the Third World concerning Western news. One view, represented by politicians (such as Mustapha Masmoudi, 1979: the Tunisian information minister), sees Western news model as undesirable and destructive to developing culture; while the second view (represented by scholars such as Okigbo), somewhat fatalistic, sees the Western news model as synonymous with modern journalism. One may not be wrong therefore to conclude that the Western news model has not received a universal acceptance in the Third World. At best, it is received with mixed feelings--some accept, while others reject it. Perhaps this divisiveness among Third World people themselves may have contributed to the stalemated condition of the (NIIO) debate.

PERCEPTION OF BIAS AND ITS IMPLICATION

More important than either the stalemate of that debate or its "death" (as Stevenson, 1983, termed it), is the perception held by Third World people (the proponents of a new information order) that Western

news coverage is biased against them. Increasingly the need for international amicableness, mutual understanding, and cooperation is felt as the world progresses. In particular, the more the world advances technologically, the more evident it becomes that long gone are the days when geographical barrier translated into nation-by-nation secludedness and near-self-sufficiency (especially for the rich countries of the world). In the contemporary world, issues and problems abound whose solutions transcend national boundaries thus making international cooperation imperative. The problem of AIDS (Acquired Immune Deficiency Syndrome) for instance, was at one time thought by non-westerners, especially people of Third world descent, to be a Western problem. But time has shown such characterization as flawed. It is now evident that as long as peoples of the world interact physicaly, diseases and other human problems will know no boundaries. It is common knowledge that there are now reported cases of AIDS almost all over the world including parts of the Third World. Therefore AIDS is now not just "a western" (but global) problem. Another case in point is what has been described as the Green House Effect. Recently there has been an ongoing talk concerning this Green House Effect--the predicted warming up of the planet due to excess carbondioxide that is being released into the atmosphere. Infact it is estimated that over 20 billion tons of carbondioxide (CO_2) are added to the earth's atmosphere each year by mankind's activities (Firsching, 1989). At this rate one cannot help but expect very grave consequences from such occurence unless very serious measures are taken to curb the effect. This

too is not a one-country or one -region issue. it is a world problem requiring a globally concerted effort. These are but a few of such realities that dictate global unity and cooperation. It is imperative therefore that peoples of the world not condone any act, especially controlable ones, that might endanger world friendship and cooperation. Toward such effort, the importance of promoting and nurturing healthy and positive attitudes among peoples of the world cannot be overemphasized . This idea must have been in the minds of the framers of the UNESCO Charter hence they cautioned, "because the origin of wars was to be found in the minds of men, it was in the minds of men that the defenses of peace should be constructed" (Herberichs, 1966-67, p. 625).

So, as the world marches toward the 21st century, it behooves us in the media of communication to concern ourselves with the future of mass communication and international relations. In this regard, of particular interest to this study are the attitudes of Third World students toward Western news definition.

As noted earlier, the attitudes of Third World leaders (as represented by the current Third World actors in the NIIO debate), at the present appear divided: one pro-, and the other anti West. Assuming these divided views make for stability in that they weaken the resolve of the Third World people to push for a change, how durable is this condition? Will their views of Western news definition always be divided? As one of those bearded cliches goes: "the old order changeth yielding place to the new". The views of Third World peoples, as they stand now (divided), may

never change, but the actors will. Students of today (who may likely become the leaders of tomorrow--"the new order") will more than likely succeed the current leaders ("the old order"). It seems pertinent therefore to ascertain what the attitudes of these future leaders are toward Western news definition.

ATTITUDES OF INTERNATIONAL STUDENTS

Unfortunately inspite of the significance of foreign students, there has been limited research on them, their media behavior and the effects of such behavior on them. In 1976, Spaulding and Flack[10] found only 5 works on foreign students and their use of the mass media. In 1985 Okigbo (1985B) did not find any indication that that condition had changed since Spaulding and Flack. Earlier studies such as Glock (1952) had found that "the role of the media as disseminators of news and opinion will vary from one medium to another; from one country to another; and within country, will vary for different groups in the population" (qtd. in Buchanan and Cantril, 1965). This view was also supported by Maslog in 1971. Maslog (1971) studied Indian and Phillipino students' attitudes toward the American press and its role in modern society. His study did not reveal any specific pattern of attitudes among his subjects hence his conclusion, similar to Glock's (1952), that "the media are many things to many people" (p. 519). More recently, Viswanath (1988) studied 92 students from 11 countries (Third World and Europe). His Third World sample comprised students from India and Malaysia, while his European sample consisted of students from member countries of the European Economic community

(EEC). In a telephone interview, Viswanath investigated if and to what extent perceptions of imbalance in international news reported in the United States' media are shared by these international students and what variables influence such perceptions. His findings suggest, among others, that students from both developed (Europe) and developing (India and Malaysia) countries share a common view that U. S. media reporting of international news is inadequate, biased and inaccurate.

The points of departure of the present study from previous ones reviewed here include: (1) this study goes beyond testing perceptions of imbalance in a general-news framework to testing attitudes toward specific elements of news or news facets such as impact, proximity, disaster, conflict, and lifestyle, and to what extent each factor contributes to the attitude variances of people; (2) the concentration of the present study is on Third World students (to the exclusion of Westerners), (3) its focus is regional rather than national, with the sampling spanning as many as 21 countries[11] of the Third World representing regions such as Africa, Asia, Latin America, and the Middle East; and (4) the present study revealed identifiable theoretical types of Third World students based on their attitudes toward western news definition. This fourth point underscores the powerful advantage of the Q-methodology over say, the survey method used in the earlier-cited studies in isolating attitudinal structures.

Our research question therefore is: "based on their attitudes toward the western news model, what types of persons are there among

the Third World students who served as the subjects for this study?"

METHOD

In an effort to address the above question, the author has chosen a research method known as the Q-methodology by William Stephenson (1953).

WHY Q-METHODOLOGY

It is important to note that this study is exploratory rather than explanatory. It explores attitude clusters of likeminded internationals with regard to their preference for the various news facets comprising a western news model. In contrast to R-factor techniques, Q-techniques provide clusters of persons (as opposed to tests in R-technique) who have indicated similar preferences for specific kinds of items (Maclean, 1965; Stephenson, 1953). It is meant for discovery rather than for verification--it is abductive rather than deductive--, says Stephenson (1953). It (Q-method) is therefore deemed appropriate for a study such as this.

Q-methodology has been the object of both praise and criticism (Barchak, 1985), but above all, it has been the object of analysis cum recommendation. The present study was informed by one such recommendation by Freeman (1974). In 1974, Freeman did a comprehensive analysis of all Q-studies that were done within 20 years of its (Q-method's) debut. His analysis addressed itself to issues such as: 1)

methodological controversies; 2) primary techniques and functions used with Q in mass communication studies; 3) how studies to date (at that time) had performed with respect to methodological issues; 4) recurring trouble spots where Q has been misused, or important matters regularly overlooked in the studies done.

Freeman's evaluation of the strengths and weaknesses of the method culminated in a most detailed recommendation (for the use of Q) which although similar to, transcends Kerlinger's[12].

ITEM DESIGN

Following a review of the literature and several news reporting and writing text books[13], a laundry list of news values was found. Five of these values--impact, proximity, conflict, disaster, and lifestyle--were selected as typical of western news definition. Two reasons accounted for why the above news selection criteria were chosen: 1) it would not make sense using all the laundry list of news values (even if they were not unwieldly to manage) because some of them are just synonyms for news criteria used elsewhere by other authors; and 2) the importance of some of the traditional news values as contemporary indices of news selection is decreasing and such news values are being replaced by newer criteria. For instance, prominence, magnitude, known personalities, and timeliness (in the case of the print media) have been judged to be losing their importance as news selection criteria, while on the other hand, impact is said to be the most important news selection criterion (Atwood, 1970; Buckalew, 1967; Keirstead, 1966; Brooks, kennedy, Moen, and Ranly, 1980);

and Lifestyle, although new, is becoming an increasingly very important news value (Gans, 1979; Brooks, kennedy, Moen, and Ranly, 1980 Graber, 1985). Literature on international news flow suggests the high priority enjoyed by news facets such as conflict, disaster, and proximity as international news selection criteria (Hester, 1978; Rife and Shaw 1984; Bush, 1960; Lemart, 1974; Adnan, 1970).

A Q-sample of 60 statements was used in this study and the structure of the 60 statements, following a Fisherian factorial design recommended by Stephenson (1953) and Freeman (1974), is shown in figure 1 (see Fig. 1).

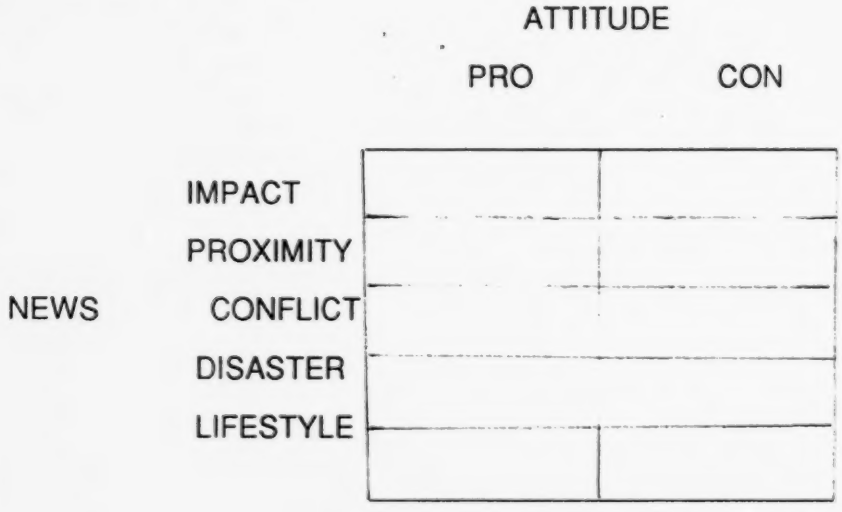

FIG. 1. BALANCED DESIGN FACTORIAL STRUCTURE

Each news level consists of 12 statements defining that level. 6 will be pro-, and the other 6 con statements

Following the definitions of these 5 news values found in Brooks, Kennedy, Moen, and Ranly (1980) which is similar to that found in other news writing text books[14], Q-statements were constructed to conform to those definitions, and two experienced newsmen, one the managing editor of one of the major papers in the mid western city where this study was conducted; the other, the editor of a college paper, agreed that respectively designated news elements as defined were present in the statements constructed.

DATA COLLECTION

32 respondents were purposively selected, eight each from Africa, Asia, Latin America, and the Middle East, all representing the regions of the so called Third World. Respondents were all students of a mid western university where this study was conducted. The only important selection criterion was that a respondent be a student from the area of the world designated as the Third World, and that he or she reads and speaks English. The number of students from each region was based on availability rather than on any methodological or theoretical reason.

Respondents rank-ordered statements according to their degree of agreement with the statements, using a quasi-normal 11 point distrbution scale (with 11 as the highest, and 1 as the least).

STATISTICAL ANALYSIS

Following the data collection, the Q-sorts were correlated (Pearsonian correlation) and factored. A computer program known as QUANAL was used, and factoring was by principal components method. Quanal reverted to varimax after unsuccessfully trying oblique rotation.

Given the controversy over the appropriate method of extracting factors, all the recommended methods were compared before arriving at a four factor solution which seemed the most realistic[15]. Finally, the resulting attitude clusters were regressed on the five news facets to determine attitude variances accounted for by individual news facets.

FINDINGS

Of the 32 students who took part in this study, one respondent's sort did not correlate significantly with any one else's; and the other respondent had significant correlations with less than 5 persons.[16] Thus the two respondents were dropped from the analysis since interest in Q-methodology centers on people with similar attitudes.

There were 30 units of variance and 21.69 units of common variance (see trace, Table 1) to work with in this study. The 4 factor solution accounted for 57 per cent of total variance, and 79 per cent of common variance (see Table 1 for these and the individual factor eigenvalues). This percentage is considered high relative to Smith and Blashfield's (1977) recommendation of 50 percent total variance.

Of the 60 items used in this study, 14 (or 23%) fell under the consensus[17] category and this percentage suggests a high discriminability (and consequently high reliability) of the items considering Freeman's recommendation[18]. Generally all respondents agree very strongly that "news about wars is important" . They also agree, although not as strongly, that "news about nuclear disasters" and about "corruption and government failures" are important (Table 3). They reject most strongly that "national news is not very important, and that "news of an event affecting close relatives is not very important". On the whole there is more consensus on negative news than on any other type (Table 3).

Beyond the consensual views, each factor distinguished itself from the others based on its beliefs about the various news facets. Factor analysis isolated 4 factors as follows:

FACTOR I--THE POSITIVISTS[19]. This group seems to reject the idea that disaster and conflict (and similar negative attributes) are important criteria for selecting news. For instance, of the 10 items rated highest (z-scores of 1.00 and above) by this group, 4 belong to pro-proximity; 3 to pro-impact; and 3 to pro-lifestyle dimensions.[20] The remaining news dimensions--conflict and disaster--(which have a z-score of much less than 1.00) followed respectively as the 4th and 5th news selection criteria chosen by this group. By a similar evaluation, the rank ordering of the various news dimensions by each factor was determined and presented in Figure 2. The positivists seem much concerned about "self". They agree most strongly that "news having an immediate effect on

me is more important to me", and strongly that "news affecting me directly is more important " (Table 3). They seem to exhibit some patriotism in their news selection pattern. For instance, they very strongly assent that "news about my country is more important than one about another country", and that "news about my continent is more important than one about another continent". A regression analysis revealed that all five news facets contributed significantly to the attitude variations of persons in this group. Infact the rank-order of the 5 news values according to variances accounted for by each value follows exactly the same order as their factor scores (see Table 2 and Figure 2 respectively).

FACTOR II--THE NEGATIVISTS. Like the positivists of type I, this group believes most strongly that "news affecting me" is more important than any other; but unlike them (the positivists), they have great affinity for news of disasters and conflicts (see Table 3). In this order following the highest rated (in terms of factor scores) statement, they rated news of wars, air disasters, earthquakes, famines, crises, citizen's right, hurricanes, nuclear disasters, and of corruption and government failures as most preferred[21]. Their rankings of the five news facets were as follows: disaster, conflict, impact, lifestyle, and proximity (Figure 2). Inspite of their news selection profile, however, regression analysis revealed that while impact, disaster, conflict and lifestyle, in that order, accounted for variances of this group, proximity did not account for a statistically significant variance (Table 2).

FACTOR III--THE LIBERALS. The liberals unlike factors I and II above exude an attitude toward news that is non polarised (not tending to either positive or negative news preference). They reflect a broad minded approach to news definition as determined by their rank-ordering of the following news facets: proximity, disaster, lifestyle, impact, and conflict (Figure 2). They are most concerned with "news about developments in health care" which they rated as the most important, followed by news of epidemic diseases. Following in that order of importance, were news about my country, my city, my continent, and my state. But inspite of their shown concern for health and epidemic diseases, it is almost stunning to find how less concerned they seem to be about the "self". Although they agree that "news affecting me directly is more important to me", they do not rate "news affecting me" above those of health development or epidemic diseases, nor did they rate it above national or continental news. Infact, of the 4 groups, the liberals rated it least (Table 3). They seem at least more altruistic than any of the other groups.

Inspite of the above profile exhibited by the Liberals, it is noteworthy that a greater proportion of the variance of that group is not due to news definition. As shown by regression analysis, only two (disaster and impact) of the five news facets contributed significantly to the variance of this group; and the proportion of variance accounted for by those two news facets (22 per cent) is much less than 50 per cent (Table 2). This raises a question as to what other principal factors account for this people's liberal attitude toward Western news definition.

FACTOR IV--THE TRADITIONALISTS. This group is much like the Positivists of type I in their news selection pattern except that: 1) they rate impact news as highest while the positivists rate as highest news of proximity; and 2) the Traditionalists seem to be somewhat conservative. They show much preference for traditional news values such as impact, proximity, conflict, and disaster almost to the exclusion of the newest member of the news family--lifestyle stories (Gans, 1979; Brooks, Kennedy, Moen, and Ranly, 1980). On the contrary, the Positivists, although did not assign the highest priority to lifestyle stories, gave them a much more favorable rating (see Fig 2 for the above characterization).

The above profile notwithstanding, regression analysis suggests that of the five news facets in consideration, only two, impact and proximity, contributed significantly to the attitudinal variance of this group (Table 2). The percentage of variance accounted for by the two significant news facets is 36 per cent (Table 2). What other factors account for this group's variance in attitude toward news is not evident from this study.

DISCUSSION

Findings from this study suggest that there are 4 theoretical types of Third World students. Type I, the Positivists, with such a poor rating (see Fig. 2 for rating) of news of disasters and conflicts, may never do well as editors in a western capitalistic society since those are among

the most important news criteria in the west (Riffe and Shaw, 1984; Hester, 1978; McPhail, 1981). A regression analysis suggests that the 5 news facets tested here contributed significantly to the variances of this group (Table 2), and in the same order as they were rated by the Positivists (Fig. 2). It seems so clear that this group will be on the side of those Third worlders advocating for a New World Information Order. Factor II on the contrary, preferred news of disasters and conflict over all other kinds (Fig. 2). Their profile shows that news of wars , air disasters, earthquakes, famine, crises, information about citizens, hurricanes, nuclear disasters, corruption and government failures, in that order, received the highest rankings. With such a profile, they will likely challenge any move to change the western style of journalism. The Liberals (Factor III) have not shown any definitive pattern as to where they stand in the argument for and against negative news. They assented to news of disaster although not with the highest priority. With them, conflict took the back seat. Regression analysis suggests that of the five variables, only two--disaster and impact--made a significant contribution to the variances of this group. At best this group will be willing to go for whoever is the winner in the debate over news values. The same assessment could almost be made of Type IV except that they show a tendency toward not accepting conflict and disaster as important news values. This group based on her news selection profile shows some similarity to factor I (see Fig.2). However, unlike the Positivists, the Traditionalists appear ultraconservative judging from their rating of

lifestyle stories which are non traditional news values (Brooks, Kennedy, Moen, and Ranly, 1980). They may not like negative stories, but will prefer them to lifestyle ones. Perhaps in the absence of lifestyle stories Factor IV will be willing to join Factor I.

What is stunning about the findings of this study however is the popularity of negative news among Third World students inspite of the fact that negative news is at the center of the NIIO debate between the North and the South. Of 7 statements that received a positive ranking among the consensus items, only 1 is about lifestyle stories, the rest is either conflict or disaster with one other in the impact dimension. Even the single statement (that negative news should not be emphasized more than development news) which was intended to tap their views on development news (statement #47 of Table 3) received a very poor rating--rejected by all except the Liberals (Factor III). Perhaps one could explain their reception to news about wars and disasters as due to nostalgia and anxiety over the fate of loved ones at home since many Third World countries are ridden with conflicts and disasters. But nostalgia can hardly explain their rejection of development news. Perhaps the lack of definition for what development news is, which has been pointed out in the literature, could (Ogan, 1987).

Earlier in this study it was suggested in the literature review that two opposing views currently exist in the Third World regarding Western news values: one pro-, the other anti. Based on data from this study, it seems unlikely that there is going to be any change in the future regarding

Third World views of Western news definition. Factors I and II appear to be a replica of the same "old order". They seem quite staunch in their opposing views while the others (Factors III and IV) may be characterized as artifactual and docile. Like the waverers of Lazarsfeld (1948), they may switch to any side any time.

Data from this study strongly suggest that there is resentment toward Western news definition (negative news) as there is support for it both by Third World students. It is the view of this author that a major task for international relations is to minimize (if not eradicate) negative attitudes while maximizing positive ones among peoples of the world inorder to promote world peace and cooperation. The task of the international mass media as well as the politicians in this respect must be to promote these positive attitudes. As pointed out by Buchanan and Cantril:

> the "Media of Communication obviously must bear some responsibility for the stereotypes held by members of their audiences. So must the leaders of the people who are the subjects of the stereotypes, since their acts, perceived at second hand through these media, are the events which form and change these stereotypes" (1965, p. 204).

Also the task of international communication research in this respect is to determine what other factors are responsible for pro- and anti-western news attitudes. With these students, the ideology of libertarian versus development journalism, if at all a factor (contributing to their attitude variances), may not be a strong one given their response to the statement about development journalism. Perhaps the concept of situational

("attitudes rooted in a people's location in time, and space, and their relationships with other nations"), and culture-bound (attitudes arising from differences in culture) attitudes, once suggested by Porter (1962, p. 3), may be useful in explaining these differences. Media use, suggested by Markham (1967), may be yet another factor. This is a subject for future research.

Finally, it must be cautioned that Q-methodology like science itself, is less than perfect. It has its weaknesses, one of which is the fewness of the people usually used as subjects (although in this methodology, people are the variables rather than the sample). Another weakness is the non-random selection of respondents. It is therefore a heuristic tool hence findings from this study cannot be generalized to a population beyond the 30 people who participated in it. These findings provide basis for future hypotheses to be tested in a larger cross-sectional study.

NOTES

1. See Institute of International Education. Report on International Exchange. Open Doors. N.Y. : Institute of International Education, (1988).

2. See reference section for Spaulding.
Since Spaulding and Flack's 1976 study of foreign students in the United States in which they found only 5 works, a few more studies have bveen done on foreign students. see for instance, Charles Okigbo, "Media Use By Foreign Students", Journalism Quarterly, 62: 901-904 (Winter, 1985); William Semlack, "Effect of Media Use on Foreign Student Perceptions of U. S. Political leaders". Journalism Quarterly:153-156 (Spring, 1979).
William Glaser and G. C. Habers. The Brain Drain: Emigration and Return, (N.Y.: Pergamon Press, 1978), p37-149; Kasisomayajula Viswanath, international News in U.S. Media: Perceptions of foreign Students, Journalism Quarterly, 65: 952-959 (1988).

3. For Information on this subject, see Jim Richstard and Michael Anderson, eds., Crises in International News: Polices and Prospects (New York: Columbia University Press, 1981). For Third World perspective, see, Asoka Mitra, "Information Imbalance in Asia", Communicator, 10: 1-7 (July, 1975). For Western perspective, see John Merrill, "A Growing Controversy: The Free Fow of News Among Nations" in Crises, pp. 151-160.

4. Ibid.

5. Such as : M. Stephens, Broadcast News (N. Y.: Holt, Rinehart &Winston, 1980); R.S. Izard, H. M. Culbertson, and D. A. Lambert, Fundamentals of News Reporting (Dubuque, Iowa: Kendall/.Hunt, 1973); J. Harriss, K. Leiter, and S. Johnson,The Complete Reporter (N.Y.: Macmillan, 1977).

6. Ibid.

7. Walter Ward, "News Values, News Situations and Selections", Unpublished Doctoral Dissertation, (University of Iowa, 1976). Ward studied 10 editors news preferences using a Q-sort of 54 stories from those they would "most probably use" to those they would "least probably Use". He found that all editors have essentially the same preference pattern: 50 stories were given identical rankings. The editors preferred stories with high impact and conflict.

8. See Daniel Riffe and Eugene F. Shaw, "Conflict and Consonance: Coverage of Third World in Two U. S. Papers. Journalism Quarterly, 61: 142-148. Thomas R. Donohue and Theodore L. Glaser, "Homogeneity in the Coverage of Connecticut Newspapers. J. Q. 55: 592-596 (1978). Elizabeth Noelle-Nuemann, "Return to the Concept of Powerful Mass Media", Studies of Broadcasting 9: 67-112 (1973).

9. For a more detailed account of these approaches, see Pamela J. Shoemaker with Elizabeth K. Mayfield, "Building a Theory of News Content: A Synthesis of Current Approaches". Journalism Monograph, 103 (June 1987).

10. Spaulding and Flack, Op. cit.

11. There were 21 countries of the developing world represented by the subjects of this study. Upon request, the list will be provided.

12. Freeman's recommendation is available upon request. For information concerning Kerlinger's, see Fred Kerlinger, Foundations of Behavioral Research (3rd. ed.). N. Y.: Rinehart and Winston, pp. 507-522, (1986).

13. See note 3
14. See note 3.

15. There were 4 computer generated tests as follows:
    a) Humphrey's test suggested a 2 factor solution
    b) Scree test suggested a 3 factor solution

c) common Variance test suggested a 5 factor solution
d) eigenvalue greater than 1.00 criterion gave a 4 factor solution.
e) then based on : -percentages of total variance accounted for,
-purity of loadings, and
-interpretability of profiles, a 4 factor solution was finally chosen as the most reliable.
For more information on this subject, see reference section for: Applied Factor Analysis by Rummel (1970); See also Cliff and Hamburger, "The Study of Sampling Errors in Factor Analysis by means of Artificial Experiments, Psychological Bulletin, 68:430-445 (1967).

16. The formula, 2/(sq. rt. of N-2) was used to determine the significance of the correlation coefficients as recommended by Pohlmann, J. T., Prof.of Statistics, Ed. Psych. Dept., Southern Ill. Univ. Carbondale. N = 60 in this case, corresponding to the number of items (items being the sample in a Q-factor analysis).

17. Consensus items are items with a z-score (factor score) difference among all factors of less than or equal to plus or minus 1.00. They represent items on which all respondents agree

18. Freeman recommends that either a pre- or post-test reliability be done. In the case of a post test reliability, he says, "item reliability may not be as important as overall factor reliability". He went on to suggest that when the number of consensus items is high (more than 50 %), discriminatory potential (a measure of reliability) may be at risk (p. 19).

19. Positivist as used in reference to this group is not in the sense of its relationship to the theory of positivism--the idea that positive knowledge is obtained only through empirical investigation--rather it is intended to describe their aversion toward news of a negative nature as typified by disasters, conflicts and the unusual.

20. Quanal, the computer program provided several matrices that detailed these analysis for each factor. Being very large tables, those

matrices would, for space considerations, not all be able to be reported here. The author will be glad to provide any such information upon request.

21. Ibid.

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TABLE 1

RE-ORDERED MATRIX OF VARIANCES, LOADINGS,
AND RESPONDENTS' DISRIBUTION
BY FACTOR

SEQ.	VAR.	1	2	3	4	COM.	PURE
FACTOR	1						
1	12	83	0	2	24	75	92
2	19	71	14	17	17	59	86
3	9	83	18	17	23	81	85
4	28	63	17	19	33	58	69
5	25	64	20	39	0	60	67
6	11	62	2	37	22	57	66
7	13	66	49	-6	6	68	63
8	29	52	34	16	31	52	52
9	26	61	47	6	34	72	52
10	16	49	37	32	0	48	50
11	18	49	33	34	28	55	43

N FOR FACTOR 1 = 11
EIGENVALUE FOR FACTOR 1 = 12.4436
TRACE (NON-UNITY DIAGONAL) = 0.5737
WITHIN 4 FACTORS VARIANCES = 0.7293
TOTAL VARIANCE= 0.4148

FACTOR	2						
12	7	-13	76	7	13	62	93
13	17	3	70	-8	20	54	90
14	6	28	74	5	22	68	80
15	21	27	72	21	13	65	79
16	3	31	65	25	9	59	71
17	2	35	55	4	18	47	65
18	27	38	63	23	12	61	64
19	14	39	42	2	21	38	47
20	10	44	45	22	24	51	40
21	20	17	47	47	35	60	37

N FOR FACTOR 2 = 10
EIVENVALUE FOR FACTOR 2 = 2.3052
TRACE (NON-UNITY DIAGONAL) = 0.1063
WITHIN 4 FACTOR VARIANCES = 0.1352
TOTAL VARIANCE= 0.0768

FACTOR	3						
22	8	16	6	61	-3	48	92
23	15	10	2	46	28	31	70
24	5	42	43	57	1	70	47

N FOR FACTOR 3 = 3
EIGENVALUE FOR FACTOR 3 = 1.1033
TRACE (NON-UNITY DIAGONAL) = 0.0536
WITHIN 4 FACTOR VARIANCES = 0.0682
TOTAL VARIANCE = 0.0388

FACTOR	4						
25	22	15	12	1	45	24	83
26	30	9	17	-6	47	26	83
27	23	46	10	14	62	63	61
28	4	42	29	22	54	62	48
29	1	-1	39	33	48	50	46
30	24	39	42	28	56	74	43

N FOR FACTOR 4 = 6
EIGENVLUE FOR FACTOR 4 = 1.1414
TRACE (NON-UNITY DIAGONAL)= 0.0526
WITHIN 4 FACTOR VARIANCE = 0.0669
TOTAL VARIANCE = 0.0380-

SUMMARY FOR THE 4 FACTORS(%)

TOTAL TRACE = 79 %
WITHIN FACTOR VARIANCE = 100 %
TOTAL VARIANCE = 57 %

RANK ORDER OF

NEWS FACETS BY FACTOR

	F A C T O R S			
RANK ORDER	I	II	III	IV
1	PROXIMITY	DISASTER	PROXIMITY	IMPACT
2	IMPACT	CONFLICT	DISASTER	PROXIMITY
3	LIFESTYLE	IMPACT	LIFESTLE	CONFLICT
4	CONFLICT	LIFESTYLE	IMPACT	DISASTER
5	DISASTER	PROXIMITY	CONFLICT	LIFESTYLE

FIGURE 2. RANK-ORDER OF NEWS FACETS BY EACH FACTOR BASED ON FACTOR SCORES. RANK-ORDERING WAS DETERMINED BY THE FREQUENCY OF EACH NEWS FACET AMONG THE HIGHEST RATED (factor scores of 1.00 and above) STATEMENTS.

TABLE 2
REGRESSION ANLAYSIS RESULT
TYPAL VARIANCES ACCOUNTED FOR BY
EACH NEWS FACET

FACTOR	VARIABLE	PARTIAL R-SQ	MODEL R-SQ	F	PROB
I	PROXIMITY	0.2709	0.2709	21.5472	0.0001
	IMPACT	0.2302	0.5011	26.3057	0.0001
	LIFESTYLE	0.1819	0.6830	32.1357	0.0001
	CONFLICT	0.0617	0.7447	13.2830	0.0001
	DISASTER	0.0202	0.7649	4.6404	0.0357
II	IMPACT	0.3204	0.3204	27.3450	0.0001
	DISASTER	0.2858	0.6062	41.3755	0.0001
	CONFLICT	0.1410	0.7472	31.2261	0.0001
	LIFESTYLE	0.0262	0.7734	6.3459	0.0147
III	DISASTER	0.1508	0.1508	10.2960	0.0022
	IMPACT	0.0688	0.2192	4.9987	0.0293
IV	IMPACT	0.2954	0.2954	24.3152	0.0001
	PROXIMITY	0.0606	0.3560	5.3615	0.0242

SLE (SIGNIFICANT LEVEL TO ENTER) = 0.05
SLC (SIGNIFICANT LEVEL TO STAY) = 0.05

STEPWISE REGRESSION SHOWED THAT FOR TYPES III AND IV, ONLY TWO VARIABLES (NEWS FACETS) INFLUENCED THE ATTITUDES OF THOSE PERSON-TYPES, WHILE FOR TYPES I AND II, FIVE AND FOUR VARIABLES RESPECTIVELY INFLUENCED THEM.

TABLE 3
A PROFILE OF 60 STATEMENTS WITH
CORRESPONDING Z-SCORES BY EACH FACTOR

		ITEMS DESCRIPTION. N'S FOR EACH TYPE ARE	TYPAL Z'S 1 11	2 10	3 3	4 6
1.	IP	THE LARGER THE AUDIENCE AFFECTED BY A NEWS ITEM, THE MORE INTERESTING THE NEWS	-0.1	0.3	1.1	0.1
2.	IP	NEWS WITH GREATER IMPACT ON THE AUDIENCE IS MORE IMPORTANT	-0.1	1.2	0.6	0.4
3.	IP	NEWS AFFECTING ME DIRECTLY IS MORE IMPORTANT TO ME	1.6	1.3	1.2	2.1
4.	IP	NEWS HAVING AN IMMEDIATE EFFECT ON ME IS MORE IMPORTANT TO ME	1.9	1.8	-0.9	1.8
5.	IP	NEWS SHOWING SERIOUS CONQUENCES OF AN EVENT ON THE AUDIENCE IS MORE IMPORTANT	0.1	1.3	-0.0	0.6
6.	IP	NEWS AFFECTING PEOPLE THAT I KNOW IS MORE IMPORTANT	1.2	0.8	0.2	1.3
7.	IC	NEWS WITH SERIOUS IMPACT ON THE AUDIENCE IS NOT VERY IMPORTANT	-0.8	-1.3	-0.6	-0.2
8.	IC	NEWS ABOUT SALARY CUT IN MY WORK PLACE WOULD NOT BE VERY IMPORTANT TO ME	-1.8	-0.9	-0.1	-1.4
9.	IC	NEWS OF AN EVENT AFFECTING CLOSE RELATIVES IS NOT VERY IMPORTANT	-1.6	-1.5	-1.7	-0.8
10.	IC	NATIONAL NEWS IS NOT VERY IMPORTANT	-0.8	-1.4	-1.0	-1.5
11.	IC	NEWS ABOUT AN IMPENDING DANGER WITHIN MY STATE IS NOT VERY IMPORTANT	-1.4	-1.6	-0.3	-1.8
12.	IC	NEWS AFFECTING ME DIRECTLY IS NOT VERY IMPORTANT	-2.0	-1.8	-1.1	-2.5
13.	PP	NEWS ABOUT MY CONTINENT IS MORE IMPORTANT THAN ONE ABOUT ANOTHER CONTINENT	1.1	-0.9	1.4	0.7
14.	PP	NEWS ABOUT MY COUNTRY IS MORE IMPORTANT THAN NEWS ABOUT ANOTHER COUNTRY	1.9	-0.2	1.9	1.7
15.	PP	NEWS ABOUT MY STATE IS MORE IMPORTANT THAN NEWS ABOUT ANOTHER STATE	1.8	-0.2	1.4	1.6
16.	PP	NEWS ABOUT MY CITY IS MORE IMPORTANT THAN NEWS ABOUT ANOTHER CITY	1.3	0.0	1.7	1.4
17.	PP	NEWS OF AN EVENT 20 MILES AWAY IS MORE IMPORTANT THAN NEWS 60 MILES AWAY	0.1	-0.4	-1.3	-1.2
18.	PP	NEWS ABOUT MY NEIGHBORHOOD IS MORE IMPORTANT THAN NEWS ABOUT THE ENTIRE CITY	1.0	-0.6	-0.3	0.9
19.	PC	HOW CLOSE (NEAR TO MY HOME) AN EVENT TOOK PLACE SHOULD NOT DETERMINE ITS IMPORTANCE AS NEWS	-0.3	0.5	-0.1	1.5
20.	PC	GIVEN TWO NEWS EVENTS OF ABOUT THE SAME IMPORTANCE, I WILL CHOOSE THE NEWS THAT IS FARTHER AWAY	-1.0	-1.2	-0.5	-1.1

		ITEM DESCRIPTIONS	TYPAL Z'S			
21.	PC	NEWS ABOUT ANOTHER CONTINENT APPEALS TO ME MORE THAN NEWS ABOUT MY CONTINENT	-1.2	-0.3	0.2	-0.3
22.	PC	NEWS ABOUT MY COUNTRY COULD BE LESS IMPORTANT THAN THAT ABOUT ANOTHER COUNTRY	-1.8	-0.2	0.1	-0.1
23.	PC	NEWS EVENTS ARE OF INTEREST TO ME ONLY IF THEY OCCUR OUTSIDE MY COMMUNITY	-1.0	-1.1	-0.1	-2.0
24.	PC	NEWS ABOUT A PLACE 1000 MILES AWAY COULD BE MORE IMPORTANT TO ME THAN ONE ABOUT 20 MILES AWAY	-1.5	0.4	-1.0	0.4
25.	CP	NEWS ABOUT WARS IS IMPORTANT	0.9	1.6	0.8	1.6
26.	CP	NEWS ABOUT CRIMES IS IMPORTANT	0.0	0.6	0.4	1.0
27.	CP	NEWS ABOUT CRISES IS IMPORTANT	0.9	1.5	0.2	0.3
28.	CP	NEWS ABOUT COUPS IS IMPORTANT	0.5	0.8	-0.3	-0.4
29.	CP	NEWS ABOUT CORRUPTION AND GOVERNMENT FAILURES IS IMPORTANT	0.8	1.3	0.4	1.0
30.	CP	NEWS ABOUT POLITICAL STRUGGLES IS IMPORTANT	0.6	0.9	0.4	1.2
31.	CC	NEWS OF FAILURES IS LESS IMPORTANT THAN DEVELOPMENT NEWS	-0.4	-0.8	-1.5	-0.1
32.	CC	NEWS OF CRIME AND CIVIL DISOBEDIENCE SHOULD NOT BE EMPHASIZED MORE THAN NEWS OF A SUCCESSFUL CIVIL DEFENSE PROGRAM	-0.4	-0.3	-0.5	-0.3
33.	CC	NEWS OF CRISIS AND WAR SHOULDN'T BE EMPHASIZED MORE THAN NEWS OF PEACE TREATIES AND SETTLEMENTS	-0.2	-0.1	0.0	-0.4
34.	CC	NEWS OF COUPS SHOULDN'T BE EMPHASIZED MORE THAN NEWS OF GOVERNMENT-CITIZEN SOLIDARITY	-0.3	-0.8	-0.1	0.1
35.	CC	NEWS OF CORRUPTION AND GOVERNMENT FAILURES SHOULD NOT BE EM PHASIZED MORE THAN GOVERNMENT BALANCING OF THE BUDGET	-0.3	-0.8	0.2	0.4
36.	CC	NEWS OF POLITICAL CONFLICTS SHOULD NOT BE EMPHASIZED MORE THAN THAT OF NEW POLITICAL ALLIANCES	-1.2	-0.5	-0.3	-0.2
37.	DP	NEWS OF EARTHQUAKES IS IMPORTANT	0.2	1.5	0.2	0.8
38.	DP	NEWS OF HURRICANES IS IMPORTANT	0.2	1.5	0.7	-0.1
39.	DP	NEWS OF EPIDEMIC DISEASES IS IMPORTANT	0.9	1.2	2.4	0.2
40.	DP	NEWS OF NUCLEAR DISASTERS IS IMPORTANT	0.8	1.4	0.9	0.8
41.	DP	NEWS OF FAMINE IS IMPORTANT	0.4	1.5	1.7	-0.8
42.	DP	NEWS OF AIR DISASTERS IS IMPORTANT	0.3	1.6	-0.0	0.4
43.	DC	NEWS OF ECONOMIC DISASTERS IS LESS IMPORTANT THAN THAT OF ECONOMIC RECOVERY	-0.1	-1.0	0.7	-1.3

		ITEM DESCRIPTIONS	TYPAL Z'S			
44.	DC	NEWS OF FATAL ACCIDENTS IS LESS IMPORTANT THAN NEWS OF NEW TECHNOLOGICAL INVENTIONS	0.1	-1.3	-1.0	0.1
45.	DC	NEWS OF FLOOD DISASTER IS NOT AS IMPORTANT AS NEWS OF A COMPREHENSIVELY RECONSTRUCTED DRAINAGE SYSTEM	-0.4	-0.9	-1.7	-0.2
46.	DC	NEWS OF HUNGER AND MALNUTRITION SHOULD NOT BE EMPHASIZED MORE THAN THAT OF RURAL AGRICULTURAL DEVELOPMENTS	-0.3	-0.4	-1.7	-0.6
47.	DC	NEGATIVE NEWS SHOULD NOT BE EMPHASIZED MORE THAN DEVELOPMENT NEWS	-0.2	-0.9	0.4	-0.1
48.	DC	NEWS OF DISASTER SHOULD NOT BE EMPHASIZED MORE THAN NEWS OF PROGRAMS IN AVIATION AND ROUTINE MAINTENANCE CHECKS	-0.2	-1.2	-1.3	-0.9
49.	LP	NEWS OF HOW TO COPE WITH CHILDREN IS VERY IMPORTANT	0.7	0.1	0.7	-0.6
50.	LP	NEWS OF PIECES OF ADVICE BY EXPERTS IS VERY IMPORTANT	0.9	-0.3	-0.4	-0.2
51.	LP	NEWS ABOUT DEVELOPMENTS IN HEALTH CARE IS VERY IMPORTANT	1.1	0.6	2.7	0.1
52.	LP	NEWS ABOUT THE QUALITY OF GOODS AND HOW TO BE AN INFORMED CONSUMER IS VERY IMPORTANT	0.7	0.4	-0.6	0.1
53.	LP	INFORMATION ABOUT CITIZENS RIGHT IS VERY IMPORTANT	1.3	1.5	-0.4	0.8
54.	LP	NEWS OF HOW TO SOLVE EVERYDAY PROBLEMS IS VERY IMPORTANT	1.4	-0.4	-0.4	-0.7
55.	LC	NEWS ON HOW TO COPE WITH DIFFICULT RELATIONSHIPS IS NOT VERY IMPORTANT	-0.9	-0.1	0.2	-0.5
56.	LC	NEWS ON HOW TO BUILD A SUCCESSFUL CAREER IS NOT VERY IMPORTANT	-1.6	-0.5	-0.5	-0.5
57.	LC	NEWS ON HOW TO DO MINOR REPAIRS ON CARS AND OTHER HOME ITEM IS NOT VERY IMPORTANT	-0.2	0.0	0.6	-0.1
58.	LC	NEWS ON CONSUMER INFORMATION IS NOT VERY IMPORTANT	-0.5	-0.3	-0.9	-1.5
59.	LC	NEWS ON CHANGES IN TAX LAWS IS NOT VERY IMPORTANT	-1.0	-0.6	-0.7	-1.0
60.	LC	NEWS ON PUBLIC HEALTH STANDARDS AND SAFETY IS NOT VERY IMPORTANT	-1.1	-0.8	-1.9	-0.5

NOTE: THE DIFFERENCE IN PRINTING SIZE BETWEEN THIS TABLE AND THE PREVIOUS ONES IS DUE TO THE FACT THAT THIS BEING A LARGE TABLE WAS PRODUCED IN A BATCH WORK FROM THE COMPUTER MAINFRAMERATHER THAN FROM THE SAME P.C. AS THE OTHERS.